

**ABSTRACT**

In providing an electro-optical apparatus with an improved visibility of image in the peripheral region of the active display area, and a method of driving the same, a mask signal generating circuit 12 constantly outputs a mask signal for displaying white. A mask controlling circuit 16 usually outputs a control signal MS for turning on an analog switch 14 and turning off an analog switch 13. Thus, a display signal VS on a terminal 10 is supplied to a display signal line 5 via the analog switch 14, whereby an image is displayed on a display panel 1. Also, the mask controlling circuit 16, based on a data line driving signal and a scanning line driving signal supplied from a timing pulse generating circuit 7, detects the timing for driving each of predetermined pixels in the peripheral region of the display panel 1, and outputs at the timing a control signal MS for turning off the analog switch 14 and turning on the analog switch 13. Thus, white is displayed in the peripheral region of the active display area.

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